

## CLAIMS

Please amend claims 65, 67, 72, 78, 80 and 85. Please cancel claim 81.  
Please add new claim 86. A complete claim set follows.

1. – 64. (Canceled).

65. (Currently amended) A method for providing interactive advertising to an access device, the method comprising:

receiving video programming content and advertisements;

displaying to an access device of a viewer at least a portion of the received video programming content;

automatically displaying to the access device of the viewer at least one of the received advertisements in addition to the displayed video programming content;

receiving after a first amount of time a request from the viewer to stop displaying the displayed advertisement;

responsive to the received request, stopping the display of the advertisement; and

~~responsive to the first amount of time exceeding a threshold amount of time associated with the advertisement,~~ awarding value to the viewer, the value prorated according to an amount of the advertisement displayed during the first amount of time.

66. (Previously presented) The method of claim 65 wherein the received video programming has an associated cost to the viewer, and awarding value to the viewer further comprises crediting the viewer for at least a portion of the cost.

67. (Currently amended) The method of claim 65 further comprising:  
automatically displaying to the viewer for a second amount of time a  
second advertisement in addition to the displayed video programming  
content and the first advertisement;  
~~responsive to the second amount of time exceeding a threshold amount of~~  
~~time associated with the second advertisement,~~ awarding value to the  
viewer, the value prorated according to an amount of the  
advertisement displayed during the second amount of time.
68. (Previously presented) The method of claim 67 wherein the second  
advertisement is targeted to the viewer according to the viewer's usage history.
69. (Previously presented) The method of claim 68 wherein the viewer's  
usage history includes data describing which advertisements have previously  
been skipped by the viewer.
70. (Previously presented) The method of claim 67 wherein the second  
advertisement is targeted to the viewer according to the viewer's demographics.
71. (Previously presented) The method of claim 67 further comprising  
receiving a request from the viewer to stop the display of the second  
advertisement; and  
responsive to receiving the request, stopping the display of the second  
advertisement.
72. (Currently amended) The method of claim 67 wherein each  
advertisement has an associated value, and awarding value to the viewer  
includes awarding the prorated value associated with each advertisement

displayed to the viewer ~~for at least an associated threshold amount of time.~~

73. (Previously presented) The method of claim 65 wherein the received video programming content is displayed to the viewer in response to a request from the viewer for the content.

74. (Previously presented) The method of claim 65 wherein receiving video programming content further comprises receiving a video stream over a network.

75. (Previously presented) The method of claim 65 wherein receiving video programming content further comprises receiving a physical medium including the content.

76. (Previously presented) The method of claim 75 wherein receiving advertisements further comprises receiving advertisements over a network.

77. (Previously presented) The method of claim 65 wherein the value awarded to the viewer depends at least in part on the time of day at which the advertisement is displayed.

78. (Currently amended) A method for providing interactive advertising comprising:

receiving video programming content and advertisements;

displaying to an access device of a viewer at least a portion of the received video programming content;

automatically displaying to the access device of the viewer at least one of the received advertisements in addition to the displayed video

programming content; and  
~~responsive to the advertisement being displayed for at least a first~~  
~~threshold amount of time~~, awarding value to the viewer, the awarded  
value prorated according to an amount of the advertisement  
displayed.

79. (Previously presented) The method of claim 78 wherein the received video programming has an associated cost to the viewer, and awarding value to the viewer further comprises crediting the viewer for at least a portion of the cost.

80. (Currently amended) The method of claim 78 further comprising:  
automatically displaying to the viewer a second advertisement;  
~~responsive to the second advertisement being displayed for at least a~~  
~~second threshold amount of time~~, awarding value to the viewer, the  
awarded value prorated according to an amount of the second  
advertisement displayed.

81. (Canceled).

82. (Previously presented) The method of claim 78 wherein receiving video programming content further comprises receiving a video stream over a network.

83. (Previously presented) The method of claim 78 wherein receiving video programming content further comprises receiving a physical medium including the content.

84. (Previously presented) The method of claim 83 wherein receiving advertisements further comprises receiving advertisements over a network.

85. (Currently amended) A system for providing interactive advertising comprising:

first receiving means for receiving video programming content and advertisements;

first displaying means, coupled to the first receiving means, for displaying to a viewer at least a portion of the received video programming content;

second displaying means, coupled to the first displaying means, for automatically displaying to the viewer at least one of the received advertisements in addition to the displayed video programming content;

second receiving means, coupled to the second displaying means, for receiving after a first amount of time a request from the viewer to stop displaying the displayed advertisement,

wherein responsive to the received request, the second displaying means is further adapted to stop the display of the advertisement; and

awarding means, coupled to the second displaying means, ~~for responsive to the first amount of time exceeding a threshold amount of time associated with the advertisement, awarding~~ adapted to award value to the viewer, the value prorated according to an amount of the advertisement displayed during the first amount of time.

86. (New) A method for providing interactive advertising comprising:  
receiving video programming content and advertisements;

displaying to an access device of a viewer at least a portion of the received video programming content;

automatically displaying to the access device of the viewer a plurality of the received advertisements interspersed with the displayed video programming content; and

awarding value to the viewer according to a number of interspersed advertisements displayed to the access device of the viewer.